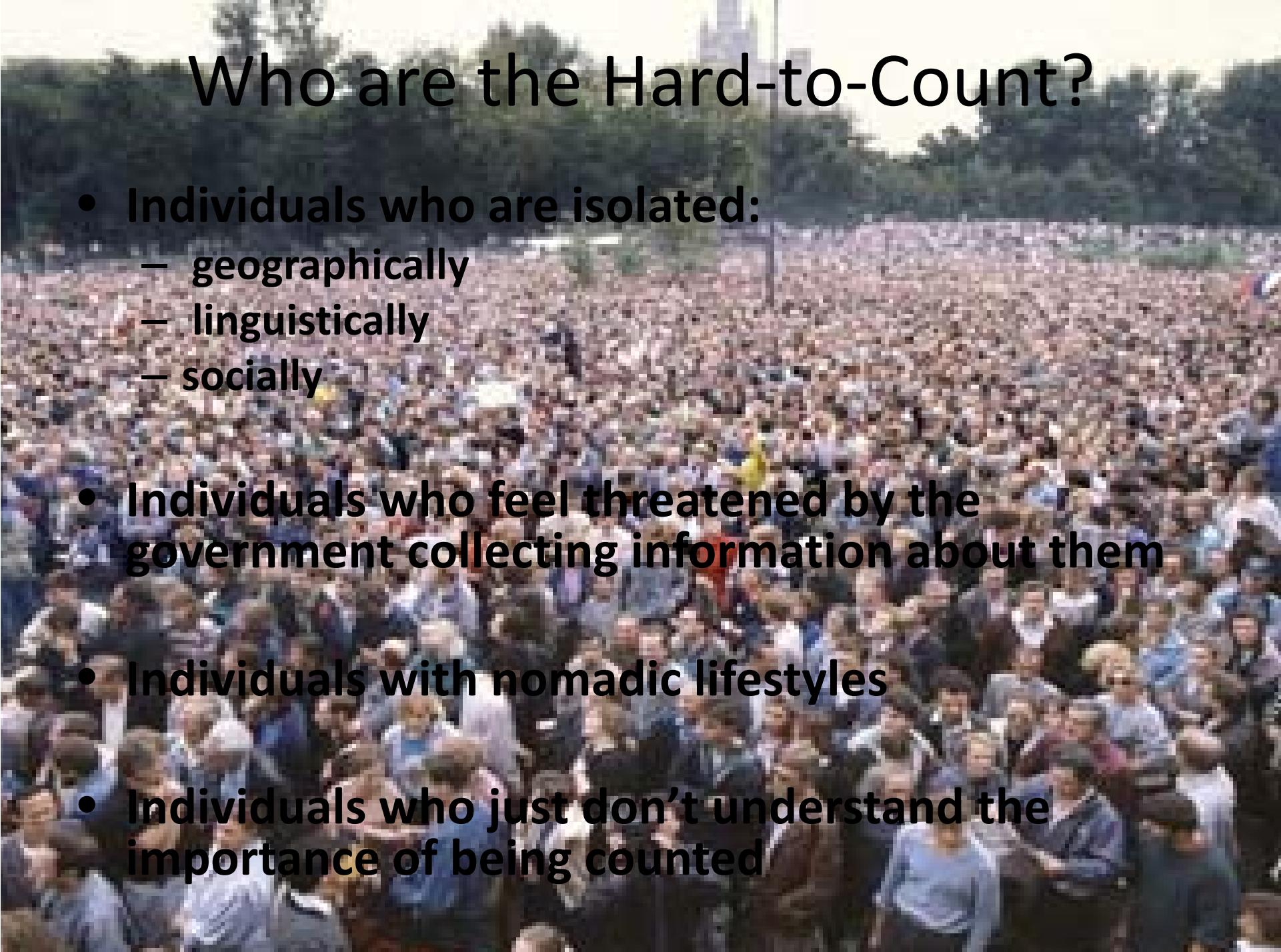


Missouri  
Complete Count Committee

# Hard-to-Count Groups

A horizontal row of dark silhouettes representing diverse individuals of various ages, ethnicities, and gender identities. They are set against a vibrant, warm-toned sunset or sunrise sky that transitions from orange to yellow. The silhouettes are positioned at the bottom of the slide, creating a sense of a diverse community.

Presented by: Matt Hesser – State Demographer  
March 30, 2009



# Who are the Hard-to-Count?

- Individuals who are isolated:
  - geographically
  - linguistically
  - socially
- Individuals who feel threatened by the government collecting information about them
- Individuals with nomadic lifestyles
- Individuals who just don't understand the importance of being counted



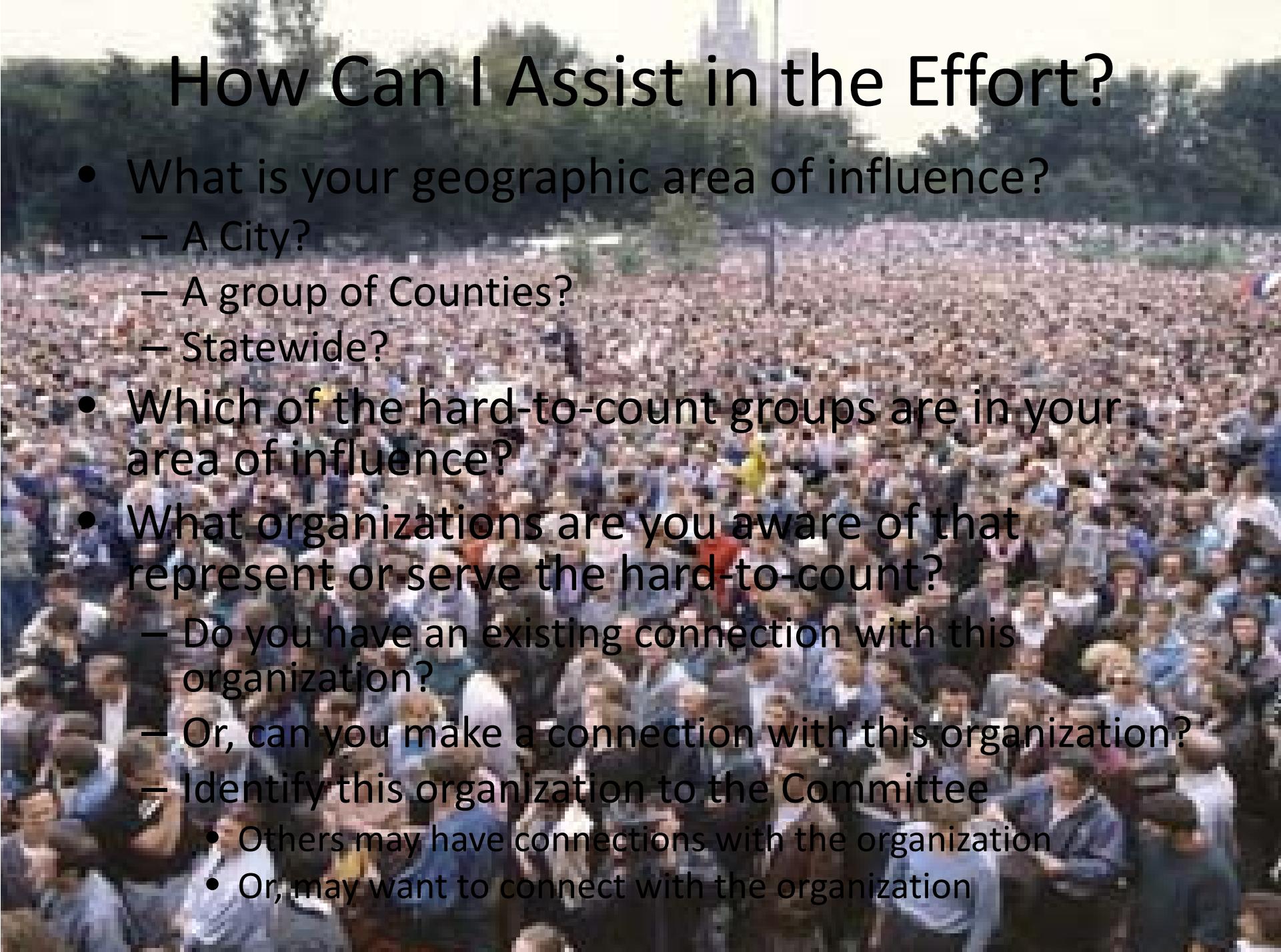
## Examples of the Hard-to-Count

- College Students
- The Impoverished
- Recent Immigrants
- The Homeless
- Racial/Ethnic Enclaves
- The Transient
- Isolated Rural Dwellings



# What's our Job?

- To make contact with organizations or individuals who can locate the hard-to-count and convince them to participate in the Census
  - These individuals must be trusted by the hard-to-count and influential amongst them
- To allocate resources in a way that maximizes the likelihood that the hard-to-count will participate in Census 2010



# How Can I Assist in the Effort?

- What is your geographic area of influence?
  - A City?
  - A group of Counties?
  - Statewide?
- Which of the hard-to-count groups are in your area of influence?
- What organizations are you aware of that represent or serve the hard-to-count?
  - Do you have an existing connection with this organization?
  - Or, can you make a connection with this organization?
  - Identify this organization to the Committee
    - Others may have connections with the organization
    - Or, may want to connect with the organization

# Get Yourself Connected!

